

MBA with MARKETING AND ANALYTICS

COURSE DESCRIPTIONS

COURSE CODE: SBCO 6200

TITLE: Accounting

CREDITS: Not-for-Credit

DESCRIPTION

This course will focus on both financial and management accounting. It will provide a thorough understanding of company accounts, how they are construed and how to interpret them. Additionally, students will examine the key issues in management accounting, and they will learn how to make practical accounting and financial decisions in an organisation based on financial information.

COURSE CODE: SBCO 6201

TITLE: Finance

CREDITS: Not-for-Credit

DESCRIPTION

This course will introduce students to the fundamental concepts underpinning finance theory and it will assess the role of the finance function within an organisation. The course will also examine financial markets, institutions and instruments, and students will learn key financial topics such as time value of money and bond valuation, capital budgeting, equity, bonds, diversification, portfolio choice and the Capital Asset Pricing Model (CAPM). These topics are often explored in great detail in business and management programmes across the globe as well as everyday business operations.

COURSE CODE: SBCO 6202

TITLE: Statistics

CREDITS: Not-for-Credit

DESCRIPTION

This course will introduce students to basic concepts in probability and statistics relevant to decision making in business. Some of the topics covered include basic data analysis, random variables, distributions, hypothesis testing, correlation, regression, statistical inference, and forecasting.

COURSE CODE: SBCO 6205

TITLE: Business in the Global Economy

CREDITS: 3

DESCRIPTION

This course will evaluate the management, organisation and operations of modern business enterprise in the globalized economy. It will examine the strategies companies use to compete internationally, focusing on how managers assess risk, plan market entry strategies and position themselves in a competitive global environment. Additionally, the role of small and medium-sized enterprises in the global economy will be discussed.

COURSE CODE: SBCO 6206

TITLE: Leading and Managing People and Organisations

CREDITS: 3

DESCRIPTION

This course will explore the nature of leading and managing people and organisations. It will also develop students' awareness of the issues and challenges that managers face in the management of teams and organisational performance. Additionally, this course will focus on the interpersonal processes and structural characteristics that affect the efficiency of teams and the dynamics of team relationships. The course will adopt a very practical and hands-on approach, giving students the opportunity to engage in experiential team challenges and activities pertaining to key aspects of team and group dynamics and people management. Students will develop skills needed to enhance organisational performance as well key skills in motivation, persuasion and negotiation. Overall, this course will equip students with a set of practical skills and tools needed to be an effective leader and manager of people.

COURSE CODE: SBCO 6207

TITLE: Business Economics

CREDITS: 3

DESCRIPTION

This course will introduce students to the fundamental theories and concepts in economics underlying much of today's modern business world. Additionally, the course will examine the workings of the market system, and various market structures and their impact on organisations. The course will take a look at the role of government in the economy as well as key elements of the macroeconomy. It will also provide an overview of relevant economic issues in the business context.

COURSE CODE: SBCO 6208

TITLE: Quantitative Methods & Statistical Techniques

CREDITS: 3

DESCRIPTION

This course will review descriptive statistics, exploratory data, and probability distributions. The course will also examine the theory and methods of statistical inference, highlighting those applications and techniques most useful in modeling business problems. Topics to be covered include correlation, probability and descriptive statistics, linear regression, analysis of variance, forecasting and several advanced statistical techniques.

COURSE CODE: SBCO 6209

TITLE: Big Data and Business Analytics for Decision Making

CREDITS: 3

DESCRIPTION

This course will teach students how to use data to make informed business decisions. Through the use of real-world case studies, students will develop skills in analysing business situations, and learn to identify and evaluate opportunities in which business analytics can be used to support the decision-making process and improve performance. Students will develop specific skills in areas such as decision modelling, risk assessment, and business simulation.

COURSE CODE: SBCO 6210

TITLE: Operations Management

CREDITS: 3

DESCRIPTION

This course will provide a comprehensive understanding of manufacturing and service operations and their role in the organisation. Each topic will introduce fundamental operations management concepts in a format conducive to management decision-making. In this vein, the course will explore a range of operations topics including process flow analysis, supply chain management, capacity planning, inventory management, and quality management.

COURSE CODE: SBCO 6211

TITLE: Finance and Management Accounting

CREDITS: 3

DESCRIPTION

This course will provide an understanding of financial and management accounting principles and concepts for the analysis of accounting information. Students will also be introduced to accounting standards including international accounting standards. The course will focus on how managers analyse and interpret financial information and accounting reports when making business decisions. Some emphasis will also be placed on the evaluation of firm performance using financial statements via the

computation and interpretation of financial ratios. Additionally, this course will review topics including management accounting techniques, budget management, working capital management, and discounted cash flow.

COURSE CODE: SBCO 6212

TITLE: Marketing Management

CREDITS: 3

DESCRIPTION

This course will focus on marketing and the marketing process in the context of decision making. In so doing, the course will introduce students to the theories, concepts, models, techniques and current best-practices for developing and implementing marketing strategies and actions. It will enable students to determine appropriate methods to communicate, capture and deliver value to customers. The course will also examine topics such as market-oriented strategic planning, marketing research, buyer behavior, target market selection, competitive positioning, product and service planning and management, and pricing.

COURSE CODE: SBCO 6213

TITLE: Corporate Finance

CREDITS: 3

DESCRIPTION

This course describes the corporation and its operating environment, the manner in which corporate boards and management evaluate investment opportunities, arrangements for financing such investments, and the development of financial risk management strategies. As such, the course provides students with an analytical framework for determining the intrinsic value of a corporation and to assess the effectiveness of corporate management in maximizing that value.

COURSE CODE: SBCO 6214

TITLE: Corporate Strategy

CREDITS: 3

DESCRIPTION

This course will examine the fundamentals of corporate- level strategy as well as how a company creates value through the selection of a portfolio of businesses. It will also assess the configuration and coordination of these businesses. Furthermore, this course will take a look at the processes and issues pertinent to the success of a multi- business firm and how this type of firm creates corporate advantage across numerous businesses operating in diverse industries. Topics covered include vertical integration, diversification.

COURSE CODE: SBCO 6215

TITLE: Entrepreneurship and Innovation

CREDITS: 3

DESCRIPTION

This course seeks to provide students with an understanding of the nature of enterprise and entrepreneurship, and it will examine the role of the entrepreneur, innovation and technology in the entrepreneurial process. This course will provide students with an overview of the entrepreneurial process and the development of new ventures. It will teach students how to protect innovation ideas for the advancement of an organisation. The course will integrate conceptual understanding with practical training to enable students to formulate and explore entrepreneurial ideas and opportunities.

COURSE CODE: SBCO 6216

TITLE: Business Project

CREDITS: 6

DESCRIPTION

Students will have the option of completing a desk-based business project or an entrepreneurial business plan. Students opting to complete the desk-based project will be required to tackle a contemporary challenge, conduct research on the problem, analyse the data and make recommendations for action. Students opting to complete the business plan will be required to identify and submit their business idea early on in the programme to verify its suitability for development as a Business Plan (subject to approval by the academic tutor or supervisor). The applied nature of the business project will require students to employ a critical evaluative approach, and to engage in empirical investigation and analysis. The project will also require the use of a combination of business report writing skills and other skills acquired throughout the MBA programme.

COURSE CODE: SBCO 6220

TITLE: Social and Business Etiquette

CREDITS: Not-for-Credit

DESCRIPTION

The aim of this seminar is to explore the dos and don'ts in the various social settings that students will encounter as they move through the corporate world or the public sector. This seminar will aid students in their development of the interpersonal and communication skills fundamental for success in the workplace. Students will hone their professional style as they review topics including professional behavior, interpersonal interaction, and civility as they relate to the workplace. It will build students' awareness of the behaviours and social skills needed to navigate today's business environment.

COURSE CODE: SBCO 6221

TITLE: Career Development

CREDITS: Not-for-Credit

DESCRIPTION

This course will serve to guide students in the development of their interests, capabilities and values and it will enable students to align these factors with their personal and professional aspirations. To this degree, this course will aid students' development of the professional skills and tools required in the job market and by employers. Students will learn how to develop a professional CV, how to network, how to prepare for interviews, and they will gain practical experience in psychometric testing used by recruiters.

COURSE CODE: SBCO 6222

TITLE: Ethics in Business (**compulsory**)

CREDITS: Not-for-Credit

DESCRIPTION

This course will examine the nature of ethics, ethical issues and dilemmas in business, and it will cover a number of complex and controversial problems relating to business in a global economy. The course will provide an overview of the main concepts and key theories underpinning the business ethics field. It will examine the approaches used by managers to deal with and resolve dilemmas which arise in the conduct of business. It will also take into account the Caribbean context and ethical issues that arise in the conduct of business in the region.

COURSE CODE: SBCO 6223

TITLE: Public Speaking

CREDITS: Not-for-Credit

DESCRIPTION

This seminar will help students to develop sound speech making and public speaking skills. It will enable students to develop competency in delivering clear, concise presentations to a wide variety of audiences. This seminar will provide students with the skills and tools needed to deliver clear, convincing and engaging presentations to support business meetings, whatever the size of the audience, large or small.

COURSE CODE: SBML 6000

TITLE: Machine Learning and Data Mining

CREDITS: 3

DESCRIPTION

This course will focus on extracting key business knowledge and insight from large datasets. It will introduce students to key data mining concepts including classification, prediction, data reduction, model comparison and data exploration. The course will also examine advanced methods and algorithms of supervised and unsupervised learning—two of the most vital methodologies in data mining. The use of data analytics software, tools and datasets will be employed to illustrate these concepts and to aid students' development of data mining skills.

COURSE CODE: SBML 6005

TITLE: Marketing Analytics

CREDITS: 3

DESCRIPTION

Employing a very hands-on approach with real datasets and cases, this course will seek to examine a range of marketing problems using various analytical tools. This course will address topics such as: segmentation, how to predict future sales performance, which marketing strategies are most effective, and how to improve engagement with current and potential customers using social media data.

COURSE CODE: SBML 6015

TITLE: Digital Marketing and Social Media Strategy

CREDITS: 3

DESCRIPTION

This course will examine market development, marketing strategy and consumer engagement within various digital environments. This course will also employ a hands-on approach whereby students will be given practical opportunities to work on real-world industry data. Students will develop a range of digital marketing skills including how to design a social media campaign, how to optimise websites to attract consumers, and how to construct forecasting models to analyse online search trends data. Moreover, this course will examine strategies and metrics for success, measurement and optimisation techniques, and planning and goal setting.

COURSE CODE: SBML 6025

TITLE: Pricing Strategy

CREDITS: 3

DESCRIPTION

This course will address key pricing concepts, theories, mechanisms and techniques used for making efficient pricing decisions. Students will also be introduced to pricing tools and techniques based on the latest in academic theory, consumer psychology, and real-world research. More specifically, this course will demonstrate step-by-step processes for developing efficient pricing strategies and how these processes can be applied to real-world business challenges. Students will learn how to address pricing decisions including how to set reasonable and affordable prices given competitor options, how to set prices that reflect the true value of the company's products, and how to align pricing strategy with company and profit goals.